

06-16-2003

Form PTO-1594

(Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

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RE



102474109

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

**FUN PUBLICATIONS, INC**

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State  
☐ Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: **APRIL 18, 2003**

2. Name and address of receiving party(ies)

Name: **HASBRO, INC.**

Internal

Address: \_\_\_\_\_

Street Address: **1027 NEWPORT AVENUE**City: **PAWTUCKET** State: **RI** Zip: **02864**

- ☐ Individual(s) citizenship \_\_\_\_\_  
☐ Association \_\_\_\_\_  
☐ General Partnership \_\_\_\_\_  
☐ Limited Partnership \_\_\_\_\_  
☐ Corporation-State **RHODE ISLAND**  
☐ Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached? ☐ Yes ☐ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

**2,354,762**Additional number(s) attached ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **PAUL N VANASSE**Internal Address: **HASBRO, INC.**Street Address: **1027 NEWPORT AVENUE**City: **PAWTUCKET** State: **RI** Zip: **02864**6. Total number of applications and registrations involved: **2**7. Total fee (37 CFR 3.41).....\$ **65.00**

- ☒ Enclosed  
☐ Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

(Attach duplicate copy of this page if paying by deposit account)

**DO NOT USE THIS SPACE**

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

**PAUL N VANASSE**

Name of Person Signing

Signature

**JUNE 10, 2003**

Date

Total number of pages including cover sheet, attachments, and document: **4**

06/12/2003 LINDSEY 090003E 2354762

Mail documents to be recorded with required cover sheet information to:  
 Commissioner of Patent & Trademarks, Box Assignments  
 Washington, D.C. 20231

01 FC:0021  
02 FC:002246.00  
25.00

**TRADEMARK**  
**REEL: 002754 FRAME: 0372**

Schedule "A"

AT Design	2,534,762	01/29/02
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LAND ADVENTURER	2,518,545	12/11/01
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made as of 18 day of April, 2003,  
from FUN PUBLICATIONS, INC., a corporation organized and existing  
under the laws of the State of Texas, having its principal place of  
business located at 225 Cattle Baron Parc Drive, Fort Worth, Texas  
76108. (hereinafter referred to as ASSIGNOR) to HASBRO, INC., a  
corporation organized and existing under the laws of the State of  
Rhode Island, having its principal place of business located at 1027  
Newport Avenue, Pawtucket, Rhode Island 02862 (hereinafter referred to  
as ASSIGNEE),

W I T N E S S E T H:

WHEREAS ASSIGNOR is the owner of the trademarks listed on the  
attached Schedule "A" (the "Trademarks") and of the United States  
Trademark Registrations therefore; and

WHEREAS ASSIGNEE is desirous of acquiring the Trademarks, the  
registrations therefor, together with the goodwill of the business  
with which said Trademarks are used.

NOW THEREFORE, for good and valuable consideration paid the  
ASSIGNOR by ASSIGNEE, the receipt of which is hereby acknowledged,  
ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE all  
right, title and interest in and to the Trademarks and the

registrations therefor, together with the goodwill of the business in connection with which said Trademarks are used and which is appurtenant thereto, and which is symbolized by said Trademarks, and the right to recover for past infringements of said Trademarks.

FUN PUBLICATIONS, INC.

By

Title

*Big Dawg* 4-18-03  
CEO

HASBRO, INC.

By

Title

*Baym*  
Senior Vice President